

**New Jersey Department of Transportation  
Bureau of Research  
RESEARCH PROJECT  
Request for Proposal  
2016-18 Program**

**Date of RFP  
09/14/2015**

**Closing Date  
10/26/2015**

**Safe Routes to School Support Program**

**Project No. 2016-07**

(Proposals must be prepared in accordance with NJDOT's *Information and Instructions for Preparing Proposals*. Please visit: <http://www.state.nj.us/transportation/refdata/research/pdf/techpropresproj.pdf>  
*Revised Proposal Evaluation Forms are available for your information on the website.*)

Proposals will be based on the merit of the information contained in the proposal. Budgets will be evaluated separately. Please place three (3) copies of the budget for this project in a separate sealed envelope.

**1 - RESEARCH PROBLEM STATEMENT, BACKGROUND, AND OBJECTIVES**

**1-1. Purpose.** This Request for Proposal (RFP) provides to those interested ("Universities") in submitting proposals for the subject procurement sufficient information to enable them to prepare and submit proposals for the New Jersey Department of Transportation's (NJDOT's) consideration on behalf of the State of New Jersey to satisfy a need for the Project.

**1-2. Issuing Office.** The Bureau of Research ("Issuing Office") has issued this RFP on behalf of the NJDOT. The sole point of contact in the NJDOT for this RFP shall be the Research Bureau Manager ("Issuing Officer"), Camille Crichton-Summers, Bureau of Research, NJDOT 1035 Parkway Avenue Trenton NJ 08625, [Research.Bureau@dot.nj.gov](mailto:Research.Bureau@dot.nj.gov). Please refer all inquiries to the Issuing Officer.

**1-3. Scope.** This RFP contains instructions governing the requested proposals, including the requirements for the information and material to be included; a description of the service to be provided; requirements which Universities must meet to be eligible for consideration; general evaluation criteria; and other requirements specific to this RFP.

**1-4. Problem Statement.** The New Jersey Department of Transportation (NJDOT) is seeking a qualified University to run the New Jersey Safe Routes to School (NJ SRTS) Resource Center ("the Project") and assist with the continuation and support of the NJ SRTS Non-Infrastructure Program, which enables and encourages New Jersey children to walk and bicycle to school safely. The Selected University will develop and maintain a statewide community partnership to advance the SRTS Program without the burden to local governments of grant application and administration, will provide training, support and outreach materials to Transportation Management Association (TMA) staff who are the local community liaisons for the NJ SRTS Non-Infrastructure Program, will offer technical assistance directly to New Jersey communities and will undertake a comprehensive evaluation and research program that will help to guide the NJ SRTS Program into the future.

**1-5. Type of Contract.** It is proposed that if the Issuing Office enters into a contract because of this RFP, it will be a **Deliverable based, Cost Reimbursement** contract containing the Standard Contract Terms and Conditions. The Issuing Office, in its sole discretion, may undertake negotiations with a University whose proposals, in the judgment of the Issuing Office, show them to be qualified, responsible, and capable of performing the Project.

**1-6. Disadvantaged Business Information.** The New Jersey Department of Transportation is committed to providing opportunities for Disadvantaged Business Enterprises (DBEs) to compete for work. To support this commitment, there is a goal of twelve point four nine percent (12.49%) of the total contract dollar amount set for this RFP.

Only those organizations certified by NJDOT's DBE Unified Certification Program (NJ UCP) before the response date of this RFP qualify as Disadvantaged Business Enterprises. The Universities must comply with all terms of the Disadvantaged Business Enterprise requirement.

**1-7. Best and Final Offers.**

- A. While not required, the Issuing Office reserves the right to conduct discussions with Universities for obtaining "best and final offers." To obtain best and final offers from Universities, the Issuing Office may do one (1) or more of the following, in any combination and order:
  - 1. Schedule oral presentations;
  - 2. Request revised proposals;
  - 3. Enter into pre-selection negotiations.
- B. The Evaluation Criteria found in Part 2, Section 2-4, shall also be used to evaluate the Best and Final offers.

**1-8. News Releases.** Universities shall not issue news releases, Internet postings, advertisements, or any other public communications pertaining to this Project without prior written approval of the Issuing Office and then only in coordination with the Issuing Office.

**1-9. University Representations and Authorizations.** By submitting its proposal, each University understands, represents, and acknowledges that:

- A. All of the University's information and representations in the proposal are material and important, and the Issuing Office may rely upon the contents of the proposal in awarding the contract(s). The Department shall treat any misstatement, omission, or misrepresentation as fraudulent concealment of the facts relating to the Proposal submission.
- B. The University has arrived at the price(s) and amounts in its proposal independently and without consultation, communication, or agreement with any other University or potential University unless it's a joint proposal.
- C. The University has not disclosed the price(s), the amount of the proposal, nor the approximate price(s) or amount(s) of its proposal to any other firm or person who is a University or potential University for this RFP. The University shall not disclose any of these items on or before the proposal submission deadline specified in the Calendar of Events of this RFP.
- D. The University has not attempted, nor will it attempt, to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.
- E. The University makes its proposal in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
- F. To the best knowledge of the person signing the proposal for the University, the University, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency. The aforementioned representative(s) have not in the last four years been convicted or found

liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as the University has disclosed in its proposal.

- G. To the best of the knowledge of the person signing the proposal for the University and except as the University has otherwise disclosed in its proposal, the University has no outstanding, delinquent obligations to the NJDOT including, but not limited to, any state tax liability not being contested on appeal or other obligation of the University that is owed to the Department.
- H. The University is not currently under suspension or debarment by the NJDOT, any other state or the federal government, and if the University cannot so certify, then it shall submit along with its proposal a written explanation of why it cannot make such certification.
- I. The University has not made, under separate contract with the Issuing Office, any recommendations to the Issuing Office concerning the need for the services described in its proposal or the specifications for the services described in the proposal.

## **2 - PROPOSAL REQUIREMENTS**

**2.1.** Please visit: <http://www.state.nj.us/transportation/refdata/research/pdf/techpropresproj.pdf> for the proposal submission requirements. Proposals **shall not** be accepted without fulfilling the requirements in the document.

**2-2. Objections and Additions to Contract Terms and Conditions.** The University will identify which, if any, of the terms and conditions it would like to negotiate and what additional terms and conditions the University would like to add to the standard contract terms and conditions. The University's failure to make a submission under this paragraph will result in waiving its right to do so later, but the Issuing Office may consider late objections and requests for additions if to do so, in the Issuing Office's sole discretion, would be in the best interest of the Department. The Issuing Office may, in its sole discretion, accept or reject any requested changes to the standard contract terms and conditions.

The University shall not request to completely substitute its own terms and conditions nor request changes to the other provisions of the RFP. All terms and conditions must appear in one (1) integrated contract. The Department reserves the right to select more than one Institution of Higher Education. The Issuing Office will not accept references to the University, or any other, online guides or online terms and conditions contained in any proposal.

Regardless of any objections set out in its proposal, the University must submit its proposal, including the separate sealed cost proposal, based on the terms and conditions of the contract. The Issuing Office will reject any proposal that is conditioned on the negotiation of the terms and conditions set out in the contract or to other provisions of the RFP as specifically identified above.

**2-3. Disadvantaged Business Enterprise (DBE) Involvement.** Provide detailed information describing the NJDOT DBE Unified Certification Program (NJDOT UCP) certified DBE. Include the business name of the DBE with the address, contact person, phone number, the NJDOT DBE Unified Certification Program (NJDOT UCP) certification number, a detailed narrative of the services to be provided, and the percent of the proposal's total cost to be contractually allocated to the DBE. No cost information can be displayed in the technical proposal.

Physical certification letters and/or expiration dates should not be requested from DBE certified firms. DBE certification does not expire. If no DBE is qualified, available, or willing to participate, the contractor must provide detailed, verifiable information describing the good faith effort made to locate a DBE. If the good faith effort is determined to be unacceptable, the proposal may be disqualified or other action taken.

**2-4. Criteria for Selection.** Please see the NJDOT Research Process for Review and Evaluation of Proposals at <http://www.state.nj.us/transportation/refdata/research/pdf/researchprocess.pdf>.

### **3 - WORK STATEMENT**

#### **3-1. Research Objectives**

In July 2005, Congress passed federal legislation that established a National Safe Routes to School (SRTS) program to improve the ability of primary and middle school students to walk and bicycle to school safely. The program dedicated a total of \$612 million towards SRTS from 2005 to 2009. The Federal Highway Administration administered the SRTS program funds and provided guidance and regulations. Federal SRTS funds were distributed to states based on student enrollment. SRTS funds could be used for both infrastructure projects and non-infrastructure activities. The legislation also required each state to have a Safe Routes to School Coordinator to serve as a central point of contact for the state.

The Safe Routes to School Program has been continued under the Moving Ahead for Progress in the 21st Century (MAP-21) legislation enacted in July 2012. Under MAP-21, the Transportation Alternatives Program (TAP) funding does not provide for a standalone Safe Routes to School Program but the New Jersey Department of Transportation (NJDOT) has elected to continue it. The SRTS program is funded through the Federal Highway Administration's Federal Aid Program and is being administered by the NJDOT, in partnership with the North Jersey Transportation Planning Authority (NJTPA), the Delaware Valley Regional Planning Commission (DVRPC), and the South Jersey Transportation Planning Organization (SJTPO).

The main objectives of the program are to:

1. Enable children, including those with disabilities, to walk and bicycle to school;
2. Encourage bicycling and walking to school as safer and more appealing transportation alternatives to automobile travel, thereby fostering a healthy and active lifestyle from an early age; and
3. Facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity (approximately 2 miles) of primary and middle schools (Grades K-8).

The NJDOT Division of Local Aid solicits grant applications for infrastructure projects but the non-infrastructure program is implemented by the State's eight Transportation Management Associations (TMAs), in partnership with NJDOT's Office of Bicycle and Pedestrian Programs and the New Jersey Safe Routes to School Resource Center.

The NJ SRTS Resource Center was established by the NJDOT in 2006 in order to empower communities to identify and overcome barriers to walking and bicycling to school through cutting-edge research, education, and sharing of resources. In 2011, the duties of the NJ SRTS Resource Center expanded to include assistance with the NJ SRTS Non-Infrastructure Program implemented by the TMAs. Since its inception, the NJ SRTS Resource Center annual work program has included the following core activities: 1) applied studies and program evaluation/analysis; 2) training and education and 3) information dissemination, outreach, and technical assistance.

The NJ SRTS Resource Center is guided by the NJ SRTS Strategic Plan, last updated in 2013. Core elements of the work program undertaken each year include serving as an information clearinghouse via maintaining a help desk, web-based resources, and a blog; providing leadership and support to the New Jersey SRTS Coalition; and, providing on-call research and technical expertise to NJDOT, local schools, municipalities, government officials, and other stakeholders.

Building on successful strategies from past years, the NJ SRTS Resource Center will:

1. Maintain and expand a statewide community partnership to advance SRTS non-infrastructure involvement without the burden to local governments of grant application and administration;
2. Provide training, support, and outreach materials to TMA staff who will be the community liaisons for the NJ SRTS non-infrastructure program; and
3. Offer technical assistance directly to New Jersey communities.

Detailed descriptions of the scope of work activities proposed for Year 10 of the NJ SRTS Resource Center appear below.

### **3-2. Tasks**

[Provide a listing of appropriate general tasks divided into phases based on types of work (e.g., laboratory, field) or by year (e.g., year 1, year 2) or other appropriate milestones]

*The NJDOT is seeking the insight of proposal responders on how best to achieve the research objectives. Proposers are expected to describe a research effort that can realistically be accomplished as expeditiously as possible. Proposals must present the proposers' current thinking in sufficient detail to demonstrate their understanding of the problem and the soundness of their approach for conducting the required research.*

### **PHASE I – Literature Search**

Conduct a literature search of the current state of the practice.

After the award of the project, a more comprehensive literature search should be conducted. At the completion of this literature search, the PI may be asked to make a presentation to the Research Project Selection and Implementation Panel to discuss their findings and to discuss the appropriate research approach.

### **PHASE II – Research Approach and Anticipated Results**

Clear description of how you will solve the problem and implement anticipated findings. Work may be divided into phases (e.g., Laboratory, Field or Year 1, Year 2) as necessary to clarify tasks. *Exit Criteria* must be developed during this phase.

The Selected University shall accomplish the RFP objectives through the following tasks and deliverables:

#### **Task 1: TMA Regional Coordinator Partnership**

The NJ SRTS Resource Center will work closely with all participating New Jersey TMAs by training and supporting the SRTS Regional Coordinators and other TMA staff as they promote and implement SRTS programs in their service areas. The NJ SRTS Resource Center will provide assistance to Regional Coordinators as needed, including but not limited to disseminating information about SRTS opportunities, assisting with outreach materials such as flyers, supporting projects and programs as needed, and following up on concerns or questions raised in monthly meetings.

#### **Task 1-1: NJ Regional SRTS Coordinator Training and Support**

The NJ SRTS Resource Center will develop, coordinate and/or facilitate technical assistance trainings for TMA Coordinators and/or other community or professional practitioners. The NJ SRTS Resource Center will also develop, coordinate and facilitate roundtables to explore barriers to walking and biking to school and how to overcome them.

### **Task 1-1: Deliverables**

1. Planning and organization of up to three (3) trainings and/or roundtables per year, including all associated logistics, agendas, handouts, speaker recruitment, and follow up as needed
2. Training/roundtable summaries offering highlights, recommendations, and tips for how best to implement the training materials into local and regional SRTS programs

### **Task 1-2: TMA Records of Contact**

TMA Regional Coordinators will provide updated information each month describing their outreach efforts through Records of Contact that provide information on the amount and level of contact made with local schools and municipalities. The SRTS Resource Center will be responsible for compiling these Records of Contact and tracking outreach efforts.

### **Task 1-2: Deliverables**

1. Compilation and review of monthly Records of Contact from each TMA
2. Determination of the effectiveness of the monthly reporting method and whether upgrades or changes to the reporting method are warranted

### **Task 1-3: SRTS Regional Coordinator Monthly Meetings**

Regional Coordinators will be required to attend monthly meetings, rotating between meetings held in-person and via conference call. The SRTS Resource Center will create agendas and facilitate these meetings with input from NJDOT and in consultation with the TMAs. Following the meetings, the SRTS Resource Center will prepare meeting summaries for dissemination to NJDOT and TMAs.

### **Task 1-3: Deliverables**

Agendas and meeting summaries for monthly meetings including all associated logistics

### **Task 1-4: School Travel Plan Assistance**

A SRTS School Travel Plan, or STP, outlines how to improve pedestrian and bicycle travel to and from school to increase the number of students who walk and bike to school and to improve safety. STPs will likely be required of applicants to the NJ SRTS Infrastructure Grant Program in 2016.

Many schools that the TMAs work with, especially those in New Jersey's disadvantaged communities, may need more time-intensive services than a single TMA/SRTS Coordinator can offer. The NJ SRTS Resource Center will continue to work with SRTS Regional Coordinators to aid in the development of School Travel Plans for communities in need.

### **Task 1-4: Deliverables**

On an as-needed basis and at the discretion of NJDOT, the NJ SRTS Resource Center will work with TMA staff to produce School Travel Plans.

## **Task 2: Convene and Facilitate the New Jersey Safe Routes to School Coalition**

The NJ Safe Routes to School Coalition is an advisory group to the NJ Safe Routes to School program that provides input on the statewide program. It is made up of local, regional and state agencies, businesses and non-profit organizations with interest in advancing the goals of the NJ SRTS Program. Coalition meetings focus on pressing issues of concern, implementation of the NJ SRTS Strategic Plan, and the work of the subgroups – currently the Grant Award/Obligation Action Team, the Complete Streets Action Team, and the Joint/Shared Use Action team. The NJ SRTS Resource Center, in conjunction with NJDOT's Safe Routes to School Coordinator, will coordinate and facilitate NJ SRTS Coalition meetings.

## **Task 2: Deliverables**

1. Scheduling, facilitation and documentation of up to two NJ SRTS Coalition meetings per year.
2. Assistance with preparation of presentations and handout materials, as needed.

## **Task 3: Sustainable Jersey Program Coordination**

NJDOT and the NJ SRTS Resource Center have been involved with the creation of the SRTS action for the Sustainable Jersey Program and SRTS related actions for the Sustainable Jersey for Schools programs. The Sustainable Jersey Program has been a key partner and resource for municipalities in adopting SRTS programs. To encourage communities seeking certification to complete the SRTS Actions, the NJ SRTS Resource Center will work with the Sustainable Jersey staff to develop and host regional training events to provide guidance, tips, and tools that will lead to additional SRTS programs statewide that will also count towards Sustainable Jersey for Schools Certification.

## **Task 3: Deliverables**

1. Active participation in meetings of the Sustainable Jersey Land Use and Transportation Committee and the Sustainable Jersey for Schools Health and Wellness Committee.
2. Development and revision of Sustainable Jersey actions that involve SRTS goals.
3. Planning and organization of up to three (3) regional trainings per year, including all associated logistics, agendas, handouts, presentations, speaker recruitment, and follow up as needed.

## **Task 4: SRTS Statewide Promotion**

### **Task 4-1: Awareness and Outreach – Statewide and National SRTS Events**

The NJ SRTS Resource Center will pursue various strategies for increasing and generating awareness of and involvement in the statewide SRTS program as well as significant and important events, especially New Jersey Walk and Bike Week in April and National Bike to School month in October.

### **Task 4-1: Deliverables**

1. TMA program materials such as fliers, articles that can be used for newsletters and blogs, etc.
2. Website promotion of the programs and events.
3. Coordination with Friends of the NJ SRTS Program and other partners to distribute announcements and support events.
4. Coordination with TMAs to ensure that events within New Jersey are registered on national web sites.
5. A PowerPoint presentation to be given at various meetings and conferences.

### **Task 4-2: NJ SRTS Recognition Program**

The NJ SRTS Resource Center will expand upon the success of the NJ SRTS Recognition Program. The program is divided into levels. Each level signifies a school or municipality's progress toward implementing and sustaining SRTS programs. Schools and municipalities are recognized based upon their accomplishments as they relate to specific criteria during each school year. TMAs nominate schools, districts and municipalities for recognition.

### **Task 4-2: Deliverables**

1. Review of TMA-submitted nominations and assignment of recognition levels.
2. Updates to nomination applications and promotional materials.

3. TMA Coordinator training to explain nomination levels and promotional materials.
4. Acknowledgement and promotion of recognition levels awarded through the NJ SRTS website.

### **Task 5: Technical Information Resource**

#### **Task 5-1: Friends of the NJ SRTS Program**

In partnership with NJDOT, upon request, the NJ SRTS Resource Center will meet with counties, school districts, businesses and other interested parties to provide information on the Safe Routes to School program in order to answer questions and seek continued participation and feedback. This task involves forging partnerships with leaders from areas outside transportation who have a great interest in SRTS programming but have come to SRTS through other concerns including health and wellness and the environment.

#### **Task 5-1: Deliverables**

1. Documentation of meetings and discussions with partner organizations.
2. Strategies to support mutually beneficial programs and events.
3. Strategies to recognize partners for their efforts on behalf of the NJ SRTS Program.

#### **Task 5-2: Presentations**

The NJ SRTS Resource Center will seek to showcase NJ SRTS resources and research by providing presentations about Safe Routes to School at state and national conferences. The NJ SRTS Resource Center staff will seek out and maintain a list of organizations and events interested in presentations about walking, biking, healthy community design and SRTS programs.

#### **Task 5-2: Deliverables**

- Presentations at local, regional, state and national meetings and conferences, pending NJDOT approval.

#### **Task 5-3: NJ SRTS Help Desk**

The NJ SRTS Resource Center will respond to requests for information and technical assistance on SRTS issues by telephone and e-mail. The NJ SRTS Resource Center will document and submit a record of technical assistance requests.

#### **Task 5-3: Deliverables**

1. A record of help desk requests.
2. Analysis of trends in help desk requests to identify areas of priority for SRTS outreach or research.

### **Task 6: SRTS Communications and Outreach**

Communication and outreach are key to building new partnerships and spreading and increasing awareness of the NJ SRTS program. This task includes all activities related to informing, educating, and recognizing existing partners and friends of the program as well as expanding outreach to identify and attract new program partners.

#### **Task 6-1: Website Updates**

The NJ SRTS Resource Center website provides access to NJ SRTS resources, including the NJDOT SRTS Toolbox, Research Center reports and the online School Travel Plan template. Under this contract, the NJ SRTS Resource Center will enhance the NJ SRTS Resource Center website, [www.saferoutesnj.org](http://www.saferoutesnj.org) and the NJ Crossing Guards website, [www.njcrossingguards.org](http://www.njcrossingguards.org) by streamlining existing materials, refining presentation, troubleshooting issues and adding new features.



### **Task 6-1: Deliverables:**

1. Revisions, additions, and updates to the NJ SRTS Resource Center website.
2. Revisions, additions, and updates to the NJ Crossing Guards website.
3. New electronic materials added to the sites as they are developed.
4. Tracking and reporting of website traffic in quarterly reports.
5. Renewal of domain and hosting contracts for njsaferoutes websites.

### **Task 6-2: Safe Routes Scoop and Listserv**

The *Safe Routes Scoop* blog highlights news, events, people, programs and research findings important to the NJ SRTS program. This blog has proven to be a vital tool for spreading ideas and information to New Jersey's SRTS community.

To facilitate the informal exchange of ideas, issues, news and announcements relating to Safe Routes to School topics in New Jersey, the NJ SRTS Resource Center will also administer the NJ\_SRTS listserv/email. Membership will be open to anyone interested in SRTS in New Jersey. In addition, the NJ SRTS News, featuring New Jersey and national SRTS related stories, will be updated monthly.

### **Task 6-2: Deliverables**

1. Maintain email subscription list.
2. Prepare, edit and post articles as decided by NJDOT.
3. Prepare, edit and post news items and TMA articles as they become available.
4. Prepare, edit, and post NJ SRTS News every month.
5. Distribute completed newsletter articles via blog and electronic listserv notification.
6. Prepare, publish, and maintain Safe Routes Scoop blog and email listserv for notification.
7. Track and report Web traffic and statistics pertaining to the blog in quarterly reports.
8. Administer NJ\_SRTS e-mail listserv.

### **Task 6-3: Video Program Promotion**

The use of video to promote programs and events has increased significantly over the last several years along with the number of websites and YouTube channels. The NJ SRTS Resource Center partnered with Civic Eye Collaborative to produce the NJ Crossing Guard Training Video. This video was received so well that it has spawned the desire for more spots on issues that are important to Safe Routes to School – particularly those that have been addressed successfully in New Jersey. Potential video topics include Walking School Buses, School Travel Plans and Successful Walk to School Day Events.

### **Task 6-3: Deliverables**

At least one brief, professional video on a New Jersey SRTS success per year.

### **Task 7: Crossing Guard Training and Support**

In 2013, the NJ SRTS Resource Center developed a NJ School Crossing Guard Training Program for crossing guard supervisors. The program has grown since then and the NJ SRTS Resource Center will seek to build on the training program with the goal of establishing a comprehensive, training program to be used statewide. This will include attempting to identify funding sources for trainings, videos and tip sheets. The NJ SRTS Resource Center will also look to expand funding partnerships for the long-term stability of the training program.

### **Task 7-1: Crossing Guard Working Group**

Throughout the development of the Crossing Guard Training Program, valuable information and feedback from various partners has helped NJDOT and the NJ SRTS Resource Center to shape and refine the program. To maintain these important relationships, the NJ SRTS Resource Center will facilitate meetings of the Crossing Guard Working Group. Additionally, the NJ SRTS Resource Center will actively seek opportunities to work with project partners to develop strategies to address mutual goals that will enhance the Crossing Guard Training Program.

#### **Task 7-1: Deliverables**

1. Facilitation of up to two meetings of the Crossing Guard Working group per year, including all associated logistics, agendas, handouts, speaker recruitment, and follow up as needed.
2. Regular attendance at meetings of the NJ Police Traffic Officers Association and similar groups.
3. Strategies to address mutual goals that will enhance the Crossing Guard Training Program.
4. Communication with crossing guard supervisors and others regarding the crossing guard training, and policy and procedures for supervision of crossing guards.

### **Task 7-2: Pilot for Training and Retraining of Crossing Guards in a Large City**

New Jersey's urban municipalities employ the greatest number of school crossing guards in New Jersey. At the same time, urban municipalities experience child pedestrian crashes at a higher rate than other communities. Managing this number of crossing guards presents challenges, particularly for training and retraining, given the turnover of crossing guards during the school year. In a previous contract, the NJ SRTS Resource Center assisted the cities of Newark and Middletown with crossing guard training and retraining in order to improve crossing guard performance. These communities both had large numbers of crossing guards, but they were vastly different in community makeup, available resources, and training opportunities. One of the biggest challenges was the lack of opportunity to take crossing guards into the field to review the eight steps for crossing children safely and practice post review. With the high numbers of guards being trained, fieldwork was impractical. In this contract, the NJ SRTS Resource Center seeks to expand upon the lessons learned during these two training experiences to develop a model training for New Jersey's large cities that effectively allows a single traffic safety officer to train many guards in one session. Once this model has been developed, the NJ SRTS Resource Center will pilot test it.

#### **Task 7-2: Deliverables**

1. An effective training model for large urban areas.
2. Meetings with the selected city's crossing guard supervisor to discuss training challenges and solutions.
3. Up to two trainings for the selected pilot city's crossing guards.

### **Task 8: Research Studies and Evaluation**

Building on the successful efforts and initiatives generated through collaborative work with NJDOT and key NJ stakeholders, the NJ SRTS Resource Center shall undertake a comprehensive evaluation and research work program that contains new initiatives as well as the continuation of long term research. A summary of proposed activities for research and evaluation services is as follows:

#### **Task 8-1: Development and Pilot of a District-Wide School Travel Plan Process**

A SRTS School Travel Plan, or STP, outlines how to improve pedestrian and bicycle travel to and from school to increase the number of students who walk and bike to school and to improve safety. An STP identifies where

students currently walk and bike, where students would walk and bike if they could, and what changes need to be made so that students can and will walk and bike to school. The STP identifies short-term solutions for immediate action and implementation as well as long term ones that may require further planning.

The NJ SRTS Resource Center has previously developed an effective model for developing an STP for a single school but large school districts with numerous schools present new and additional challenges. The purpose of this task is to study and develop a process that allows for and aids large school districts to develop comprehensive, district-wide STPs. In order to develop a district-wide STP process, the NJ SRTS Resource Center will collect information detailing district-wide STP best practice from throughout the country. The NJ SRTS Resource Center will then work with a consultant team to develop a methodology and select and work with a pilot district so that the methodology can be tested and refined.

### **Task 8-1: Deliverables**

1. Literature review detailing district-wide STP best practice from throughout the country.
2. Contact list of participants/stakeholders from pilot district with primary contact identified.
3. District Team and a list of target schools.
4. Information on existing conditions, travel tallies and policies (work with consultant team).
5. Mapping (work with consultant team).
6. Walk and bike assessments (work with consultant team).
7. List of district-wide school issues and countermeasures and an action plan (work with consultant team).
8. Attendance and facilitation of various meetings including local team meetings and internal team meetings (work with consultant team) - number of meetings to be determined.
9. Final report detailing methodologies, lessons learned, and laying out a framework for a process that allows for and aids large school districts to develop comprehensive, district-wide STPs (work with consultant team).

### **Task 8-2: Inclusion of Children with Disabilities in SRTS Documentation**

There are over 70,000 New Jersey children under the age of 18 living with a disability. As stated under Section 1404 of The Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), “the purposes of the Safe Routes to School program shall be to enable and encourage children, including those with disabilities, to walk and bicycle to school.” Since School Travel Planning is now a high-focus area, the NJ SRTS Resource Center will develop ways to include addressing children with disabilities as part of the School Travel Plan and /or similar program.

### **Task 8-2: Deliverable**

- Development and dissemination to targeted stakeholder reviewers of a guide regarding SRTS disability best practices and how to include students with disabilities in School Travel Plans.

### **Task 8-3: Development of a Model School Wellness Policy for New Jersey**

Local wellness policies are an important tool for school districts, schools, and parents in promoting student wellness, preventing and reducing childhood obesity, and providing assurance that local school meal nutrition guidelines meet the minimum federal school meal standards. The Local School Wellness Policy federal requirement was established by the Child Nutrition and Women Infant and Children (WIC) Reauthorization Act of 2004, and further strengthened by the Healthy, Hunger-Free Kids Act of 2010. It requires each local education agency participating in the National School Lunch Program and/or School Breakfast Program to develop a local school wellness policy that promotes the health of students and addresses the growing problem of childhood obesity. The responsibility for developing and implementing a local school wellness policy is placed at the local level so the unique needs of each school under the jurisdiction of the school district can be addressed.

The current model policy being used in New Jersey focuses solely on nutrition. While meeting federal nutrition requirements, the model policy ignores other areas of wellness such as physical activity. Several groups are seeking to rewrite the existing model policy. The NJ SRTS Resource Center will work with SRTS partners to ensure that the new model policy addresses physical activity and contains specific language regarding SRTS.

### **Task 8-3: Deliverables**

1. Attendance and active participation in quarterly meetings of the New Jersey Healthy Communities Network Leadership Team.
2. Assistance with the creation of a new model school wellness policy, reviewing submitted language and submitting edits to ensure SRTS is adequately addressed and included.

### **Task 8-4: Low Stress School Access Networks**

The NJ SRTS Resource Center shall expand on research findings from last year on the topic of school crossings near New Jersey schools. Some bicycle and pedestrian corridors and crossings in New Jersey pose dangers to children on their trips to and from schools. The Mineta Transportation Institute has created a progressive way to classify bicycle routes and inform citizens of their relative safety, which is already being used by some New Jersey municipalities to inform decisions about infrastructure improvement. This proposal would take their “Low Stress Bicycle Network” methodology and adapt it to the needs of children who walk and ride to school. The NJ SRTS Resource Center will create a rating system for low stress school access for walking and bicycling based on existing infrastructure and recommend key areas for improvement around the state.

More information on Low Stress Bicycle Networks can be found at: <http://transweb.sjsu.edu/project/1005.html>

### **Task 8-4: Deliverables**

1. Maps identifying the Low Stress School Access networks around selected New Jersey schools.
2. A detailed methodology for assessing low stress school access networks.
3. A list of potential improvement areas to address common dangerous areas and improve low scoring networks.
4. A summary report of research findings.

### **Task 8-5: SRTS Local Evaluation Data**

Despite the past success of the *NJ SRTS Parent/Caregiver Survey*, achieving a high response rate has become more difficult over time. The Student Arrival and Departure Tally is a simple one-page form that can be used to collect information about student travel to and from school at the classroom-level. The Arrival and Departure Tally is a simple evaluation method for project partners to establish within their communities and tends to be used more often than the NJ SRTS Parent/Caregiver survey. While response rates for the Parent/Caregiver surveys have dropped, it still remains a useful tool for partners in many communities throughout New Jersey, and the NJ SRTS Resource Center will continue to make the online survey available and will tabulate and summarize results from NJ SRTS Parent/Caregiver surveys as well as Student Arrival and Departure Tallies. The Center will also return the results to the communities who complete the forms in a detailed report.

### **Task 8-5: Deliverables**

1. Collection, tabulation, and management of Parent/Caregiver Survey and Arrival and Departure Tally information submitted from schools throughout New Jersey.
2. Production of detailed final reports for each local school/community submitting survey and tally information.

### **Task 8-6: Address Emerging Research Needs and Disseminate Research Findings**

NJDOT often has a need to conduct research on critical issues as they emerge. To serve that need, the NJ SRTS Resource Center created the “Emerging Issues” task to allocate resources that would allow the Center to be responsive. Resources associated with this task have been used to research and write short topical papers, provide technical assistance, prepare case studies or initiate the preliminary phase of larger research studies which may be completed in a subsequent year. The process of writing, submitting and responding to peer review of journal articles from past SRTS research topics is lengthy and can even take years. Funds from this task will be used to further dissemination of important NJ SRTS research.

The NJ SRTS Resource Center will explore possible new and emerging tasks in consultation with NJDOT that may be undertaken including:

1. Development and Pilot of a Comprehensive Bicycle Education Curriculum for New Jersey Schools.
2. Case Study of the Effectiveness of Remote Drop-Off Points at New Jersey Schools.
3. Pilot of the Use of CPTED Crime Prevention through Environmental Design (CPTED) principles to address ways to improve safety and the perception of safety using environmental design strategies.
4. Analysis of the State of the Practice and Funding Strategies for School Bicycle Parking.
5. A Cost/Benefit Analysis of SRTS Programs in New Jersey.
6. Development and Pilot of a School Bikeability Assessment.

### **Task 8-6: Deliverable**

- Production of up to three topical papers or case studies per year

### **Task 9: Progress Reports and Program Monitoring and Performance**

The overall goals of the NJ SRTS Program are to get more students walking and bicycling to school where it is safe to do so and where it is not safe, to make it safe. Outcome performance measures will be used to determine the effectiveness of both SRTS infrastructure and non-infrastructure projects and programs. Outcome performance measures will focus on the overall goals.

### **Task 9-1: Progress Reports, Future Scope Development & Future Funding**

On a quarterly basis the NJ SRTS Resource Center will document/ track progress on the NJ Safe Routes to School Center Non-infrastructure Program and prepare a report, which will list new products, features and research generated by the project. The quarterly report will also provide estimated budget expenditures. TMAs will provide monthly reports and submit them with billing. The NJ SRTS Resource Center will also work with NJDOT, TMA Directors, and the MPOs to coordinate meetings to discuss future funding options for the TMAs to continue their SRTS programs under MAP-21 funding.

### **Task 9-1: Deliverables**

1. Quarterly report submitted by the 15th of the month following a calendar quarter.
2. Development of future scope of work and budget.
3. Coordination of meetings on an as needed basis with NJDOT, TMA Directors, and the MPOs to discuss future funding options for the TMAs to continue their SRTS programs under MAP-21 funding.

## **Task 9-2: Evaluate SRTS Resource Center & Program Evaluation Reports**

To address opportunities for improvement in assisting SRTS Regional Coordinators through the non-infrastructure program, the NJ SRTS Resource Center will continue to seek feedback on this program from TMA Directors, Regional Coordinators, and NJDOT in order to improve the program and providing relevant technical assistance.

### **Task 9-2: Deliverables**

1. Program evaluation survey administered to each TMA and any additional partners as needed
2. Summary of survey findings
3. Compilation of Records of Contact, tracking outreach efforts and progress reports each year
4. Performance measure summary report

## **Task 9-3: Annual Activities Summary Report**

A report summarizing all contract activity, expenditures and research findings is to be drafted and submitted on an annual basis.

### **Task 9-3: Deliverable**

Annual end of contract report

## **3-3. Implementation and Training Plan**

The PI must meet with the Research Project Selection and Implementation Panel (RPSIP) and other NJDOT units to present the findings and as appropriate train these personnel in the use the project results.

**The PI will develop an implementation plan as per the guidelines provided by NJDOT Research Bureau. All training shall be provided by licensed personnel on the subject matter. The training hours should count toward PDHs where feasible.**

**3-4. Emergency Preparedness:** To support continuity of operations during an emergency, including a pandemic, the Department needs a strategy for maintaining operations for an extended period. One part of this strategy is to ensure that essential contracts that provide critical business services to the Department have planned for such an emergency and put contingencies in place to provide needed goods and services.

1. Describe how you anticipate such a crisis will affect your operations.
2. Describe your emergency response continuity of operations plan. Please attach a copy of your plan, or at a minimum, summarize how your plan addresses the following aspects of pandemic preparedness:
  - a) Employee training (describe your organization's training plan, and how frequently your plan will be shared with employees).
  - b) Identify key employees (within your organization) and their essential business functions.
  - c) Identify contingency plans for:
    - i. How your organization will handle staffing issues when a portion of key employees are incapacitated due to illness.
    - ii. How employees in your organization will carry out the essential functions if contagion control measures prevent them from coming to the primary workplace.
  - d) Explain how your organization will communicate with staff and suppliers when primary communications systems are overloaded or otherwise fail, including key contacts, chain of communications (including suppliers), etc.

- e) Explain how and when your emergency plan will be tested, and if the plan will be tested by a third party.

### 3-5. Deliverables

[List of minimum deliverables necessary to complete the project]

- Presentation of Summary of Literature Search Results
- Discussion to Support and Refine the Project Tasks
- Project work plan. A work plan for each task that identifies the work elements of each task, the resources assigned to the task, and the time allotted to each element and the deliverable items to be produced. Where appropriate, a PERT or GANTT chart display should be used to show monthly/ quarterly project, task, and time relationship.
- Technical memorandum on the survey results
- Technical memorandum on the measures that are working or not working
- Technical memorandum on actions taken
- Interim Status reports suitable for Senior Leadership if required
- Quarterly Reports and Final report with appropriate tables, graphs and charts in hard copy version, PDF file format, Word, and on CD ROM. Two copies plus one per RPSIP member of each presentation, technical memorandum, draft final report, and Final Report (plus 10 copies).
- The Final Report and Tech Brief are due three (3) months before the end date of the project to allow time for review by the Research Project Selection and Implementation Panel. The Final Acceptance will be granted upon receipt of ten copies of the approved final report.

## 4 – CONTRACT TIME

The term of the contract will commence on the Effective Date and will end after 36 months. The Issuing Office will fix the Effective Date after the contract has been fully executed by the Selected University and all approvals required by NJDOT contracting procedures have been obtained. The Selected University shall not start the performance of any work prior to the Effective Date of the contract and the NJDOT shall not be liable to pay the Selected University for any service or work performed or expenses incurred before the Effective Date of the contract.

The NJDOT's Contracting Officer may renew this contract upon the same terms and conditions, for a period of 24 months, incrementally or in one (1) step, by written notification provided to the Selected University by the Contracting Officer. The cost for the renewal term will remain the same as the final agreed upon cost for the initial term of the contract unless otherwise negotiated by the Department and the Selected University at the time of renewal.

## 5 - CONTACTS

Questions on this topic **shall not** be directed to any Research Project Manager, Research Customer, or any other NJDOT person. All questions are to be directed to Camille Crichton-Summers by sending an e-mail to [Research.Bureau@dot.nj.gov](mailto:Research.Bureau@dot.nj.gov) or by phone (609-530-5966).

A pre-proposal meeting may be scheduled with interested parties upon the request of more than one Institution of Higher Education. **This must be requested on or before September 24, 2015.**

## **6 - DEADLINE**

**Proposals (10 single-bound copies) are due at the NJDOT Bureau of Research  
no later than 5:00 p.m. on October 26, 2015**

**Authorization to Begin Work: January 12, 2016**

### **PROPOSAL DELIVERY INSTRUCTIONS:**

**For private, paid messenger services such as Federal Express, DHL, UPS, etc., or for hand-carried deliveries:**

2016 PROPOSAL-NJDOT  
New Jersey Department of Transportation  
Bureau of Research  
1035 Parkway Avenue  
Trenton, New Jersey 08625-0600

### **For U.S. Postal Service mail:**

New Jersey Department of Transportation  
ATTN: Camille Crichton-Sumners  
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